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APR 07 2011

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Reissue Patent Application of:
David W. Roth et al.

Application No.: 10/655,549

Confirmation No.: 1609

Filed: September 4, 2003

Group Art Unit: 3688

For: INTERNET ADVERTISING SYSTEM

Examiner: Dagneu, Saba

REPLY TO FINAL OFFICE ACTION
MAILED APRIL 7, 2010

VIA FACSIMILE: (571) 273-8300

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the final Office Action mailed on April 7, 2010, in the present application. This reply is being filed in conjunction with a Request for Continued Examination pursuant to 37 C.F.R. § 1.114. In view of the following remarks and arguments, Applicant respectfully requests withdrawal of the outstanding rejections and allowance of the pending claims.

Remarks / Arguments begin on page 2